

# THE TRADESHOW NETWORK MARKETING GROUP

*"where results are achieved"*

## General Guidelines for large format graphics output

If you have any concerns with the art you are supplying, feel free to call our graphics department to discuss.  
**Graphics Dept. 630.443.7007** or 877.730.5300

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Data Storage Formats: DVD / CD ROM / The Tradeshow Network FTP (see below for FTP usage)

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Formats Accepted: Output from Adobe Creative Suite CS 3 or lower, high resolution PDFs. Unflattened if color matching is necessary.

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<b>General Layout Requirements</b>	<b>Layout Scale</b>	1:1 is best, DO NOT SCALE ARTWORK unless we specify otherwise
	<b>Document Setup</b>	- Color mode: <b>CMYK (the exception is Lambda prints are RGB)</b> - Do <b>not</b> set up bleeds unless otherwise specified - <b>Outline</b> fonts in Illustrator - Provide <b>PMS</b> color information - Provide <b>hard copy or .pdf</b> with dimensions and color info

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### Layout / Scanning Requirements : Photoshop CS 3 or lower

**File Format** .TIF, .EPS or .PSD (**layered files are best** for color correction flexibility)

**Special Note:**

- Scanning specifications: **final print size at 100 d.p.i. at 100%**
- Do not increase the d.p.i. of a 5mb file to a 20mb file. This is called interpolation and doesn't add quality.
- When saving an .EPS file format, please do not use .jpeg encoding. Use binary encoding.
- When saving a .TIF file format, LZW compression may be used.
- When saving a .PSD file format, raster fonts or provide fonts and save with layers intact.

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### Layout Requirements : Illustrator CS 3 or lower

**Special note:**

- **Use vector art** whenever possible. **Outline fonts.**
- **Provide all placed images.** Do not just embed them.  
This limits our color correction.

### Adobe InDesign CS 3 : Saving For Production

1. Go to File, Package
  2. Fill out Printing Instructions form that appears on screen
  3. Package publication (Include all fonts and updated links)
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The programs listed below, while useful for design, do not tie to our production output program. Follow these steps to **convert all graphics to Illustrator .AI or .EPS files.**

#### Steps for converting Corel Draw files:

1. Convert all fonts to curves
2. Save file as .AI or .EPS

#### Steps for converting Freehand files:

1. Save page as .EPS
  2. Open file in Illustrator, outline fonts, and save
  3. Provide all placed images
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### Design Notes

#### Logos

Logos **must** be in vector format with extension: .ai or .eps  
Unfortunately, we cannot accept any other format for the logos.  
That would result in pixilation, or a blurry logo.  
\* Outline fonts if possible.  
\* Provide PMS colors if possible

#### Verbiage

- Ideally, text should not take more than three seconds to read.
- Keep points to a minimum, three bullet points is good.  
Never more than 5.
- Tell viewers what you can do for them.  
Don't get caught up in your product's specifics.

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### The Tradeshow Network FTP Instructions:

1. On your system, create a folder with your company name and place all artwork (including a .pdf) inside the folder.  
Compress with Stuffit or Winzip.
2. Log into TTNMG FTP Server using any FTP utility software.  
(Filezilla is a good free solution, and can be downloaded here: <http://filezilla-project.org/>)

hostname: <ftp.thetradeshownetwork.com>  
username: [ftpuser48@thetradeshownetwork.com](mailto:ftpuser48@thetradeshownetwork.com)  
password: **FTPPartwork0** (case sensitive for both username and password)

3. Once you are logged in, you can then transfer the folder to our FTP server.
4. When finished, please notify our Graphics Department at the following addresses: [graphics@thetradeshownetwork.com](mailto:graphics@thetradeshownetwork.com).